

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 6, 1998

RJR Account #332400
Mr. F. Kowalski
KEYCO DISTRIBUTING

JUNE: DORAL B1G1F / PROMOTION #800432

Dear Frank:

DORAL B1G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as 15 skus of B1G1F Displays (Item #541865) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
Lt Box 100	12300-25370	<u>1</u>
FF Box 100	12300-25369	<u>1</u>

DISPLAY DETAIL (#541865)

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS

EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

Product / Display Arrival:

May 18, 1998

Ship Date to Retail:

Week of: June 8, 1998

SKU CUBE :

0.4955

SKU WT (w/o Product):

1.1000 lbs

Retail Sales Offer per Sku:

20 Offers

Billing per Sku:

2 Savings Cartons

EFT \$ Amount:

\$217.29

PARTNERS 'BONUS' REPORTING DESCRIPTION

'DOR JUN B1G1F'

51845 9456

-2-
B1G1F
KEYCO DISTRIBUTING

PROMOTION DESCRIPTION: SEE ENCLOSED '*WHOLESALE PACKING INSTRUCTIONS*'.
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT
NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.
(A '*RETAILER PROMOTIONAL PACKING EXPLANATION SHEET*' IS INCLUDED IN EACH DISPLAY).
SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER
LIST.

DISPLAY LOAD:

*4 CARTONS; TWO CARTONS EACH STYLE:
DORAL LT Box 100 / FF Box 100

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you
\$4.90 per promoted 6M case for all displays packed and shipped to retail on a timely basis.
This equates to \$9.80 (2 (6M) case(s) @ \$4.90). Payment will be made as soon as possible
once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: J. McLean

L. E. MacWilliams

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to
account.

JNB1-432.DOC

51845 9457

BPEN55B2

WORKPLAN VAP TEMPLATE LISTING

PAGE: 7
DATE: 98-04-29
TIME: 10:58 AMWHOLESALER : 332400 KEYCO DISTRIBUTORS, INC. <DIRECT>
TEMPLATE : 800432 80600 DOR JUN B1G1F
TEMPLATE SEQ : 0910
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162208	162220	875309	S&J GROCERY & DELI	48 ASHLEY ST	ASHLEY	PA	18706	1				(717)829-8188
162208	162222	777376	COOLBAUGHS	RR 1 BOX 203	PITTSTON	PA	18643	2			20055	(717)388-6558
162208	162222	812638	COOLBAUGHS CTRY STR	RR 1 BOX 351	FALLS	PA	18615	1				(717)388-6700
162208	162220	247618	BONANZA BEVERAGE	MEMORIAL HIGHWAY	DALLAS	PA	18612	2				(717)675-8411
162208	162224	775729	FINNS NEWS AGENCY	9E MAIN ST	BLOOMSBURG	PA	17815	2				(717)387-0710
162208	162224	182302	HESS MARKET	ROUTE 487	ORANGEVILLE	PA	17859	1			29160	(717)683-5737
162208	162220	185099	COOKS STORE	22 LEHMAN CENTER	LEHMAN	PA	18627	1				(717)675-2811
162208	162222	185382	MIDWAY BEVERAGE	MIDWAY S C	WYOMING	PA	18644	2				(717)693-3395

PAGE BREAK TOTAL ACCOUNTS 8 TOTAL QUANTITY 12

TEMPLATE TOTAL ACCOUNTS 8 TOTAL QUANTITY 12

51845 9458

DORAL

Discover Our New Look, The Big American Adventure Sweepstakes, And A Buy 1 Get 1 Free Promotion. *June Is Packed with Excitement!*

Only Doral could bring such excitement to the month of June. First of all, we're introducing a dynamic new packaging design, as well as a sweepstakes offering your customers a chance to win a chartered tour of six exciting American destinations. Then there's the **Buy 1 Get 1 Free Promotion**.

The 2-pack sleeves are pre-packaged in a 20-unit display which can be easily restocked and refilled.

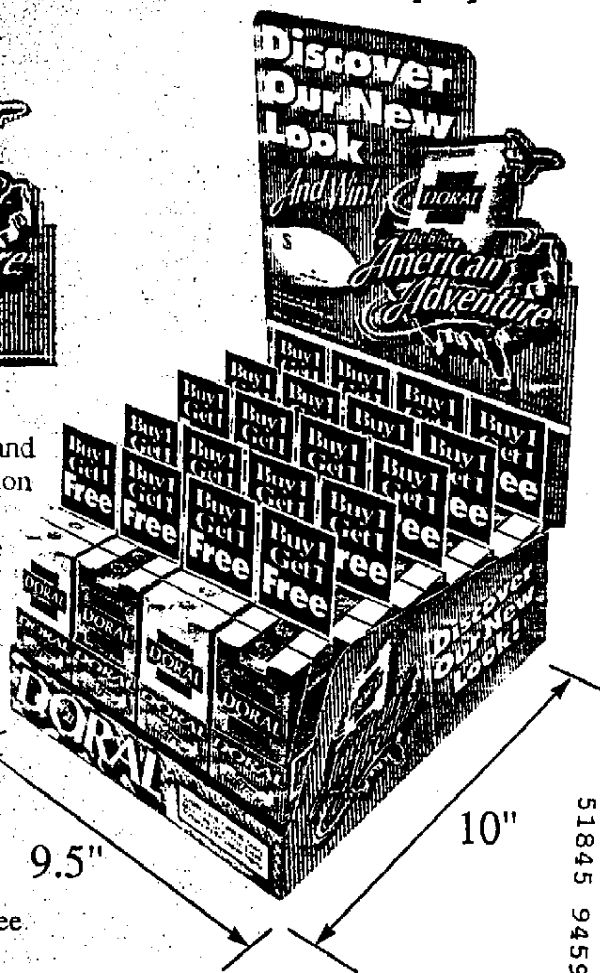
**2-Pack
Sleeve**



**POS Card/
Alternate Header**



Counter Display



Next, the Counter Display and POS Card work to call attention to your money-saving promotion as well as to "The Big American Adventure" Sweepstakes. The Counter Display is small enough for any sales counter.

Details -

- 20 Offers Per SKU
- Special complimentary tear-tape on gratis packs
- Offer to customer - Buy 1 pack of Doral, get 1 pack free

SWEETSTAKES VOID IN MA, MI, AND VA,
AND WHERE PROHIBITED BY LAW.

WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS

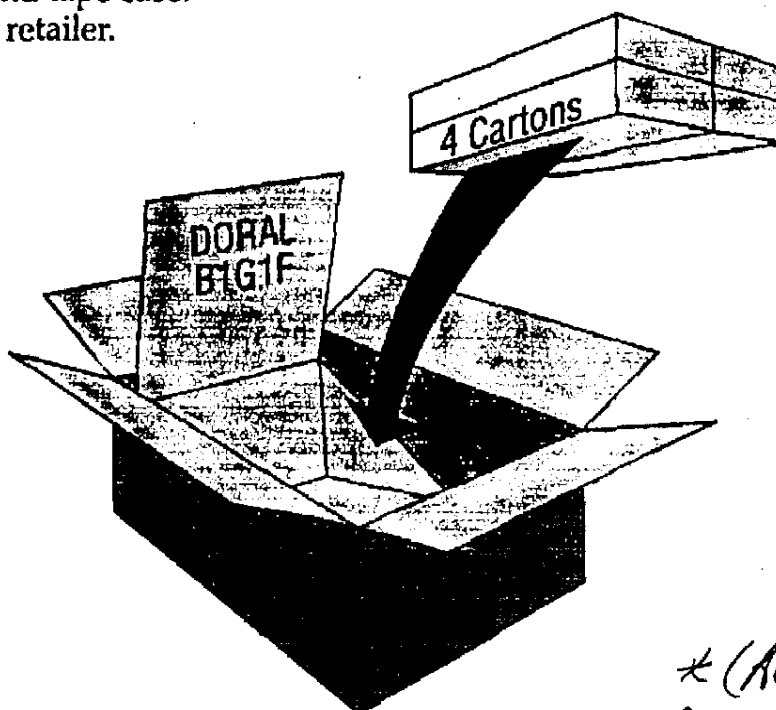
2ND QTR.'98

June DORAL B1G1F

(Buy 1 Pack Get 1 Free)

STEPS

1. Open DORAL B1G1F shipping case.
2. Place 4 cartons of DORAL promotional product into shipping/display case. Promotional product is in white cartons and is pre-sleeved.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 541865

Promotion Reporting Description: DOR JUN B1G1F

* (Accts w/15 or less)
Ensure Brand mix
if only 2 styles
are shipped

Brand Style	MEN LT 100	ULT LT 100	FF Box 100	Lt Box 100		
Number of Cartons	1	1	1	1		

51845 9460